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## **SPORTS AND RECREATIONAL FACILITIES - DRIVERS OF MODERN TOURISM IN BOSNIA AND HERZEGOVINA**

*Aleksandar Đukić<sup>35</sup>, Višnja Kojić<sup>36</sup>*

**Abstract:** Sport and tourism individually and with each other have become important economic activities of each country.

In the past, the rest and peace of tourists were primary, and today health and active, recreational holidays have taken precedence in the justification of tourist requirements and movements.

There is a noticeable trend of abandoning the concept of "mass consumption" and "mass tourism" because this type of spending on products and services does not meet the needs of modern consumers. Today favors selective forms of tourism: isolated, health, sports and recreation, rural, agritourism, business and all other forms of tourism, which are a combination with nature and return to nature, and benefit from improving, preserving human health and increasing quality of life. By satisfying the needs of modern tourists, through sports and recreational facilities, the number of tourist arrivals will increase, higher employment will be achieved, entrepreneurship will be activated and higher incomes will be generated.

**Keywords:** tourism, sports, recreation, entrepreneurship, economy.

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<sup>35</sup> PhD, Professor, High School of Catering, Trade and Tourism, S. Stepanovica 44, Banja Luka, BiH, Phone number:+38765561489, E-mail: [djukicaleksandar84@gmail.com](mailto:djukicaleksandar84@gmail.com)

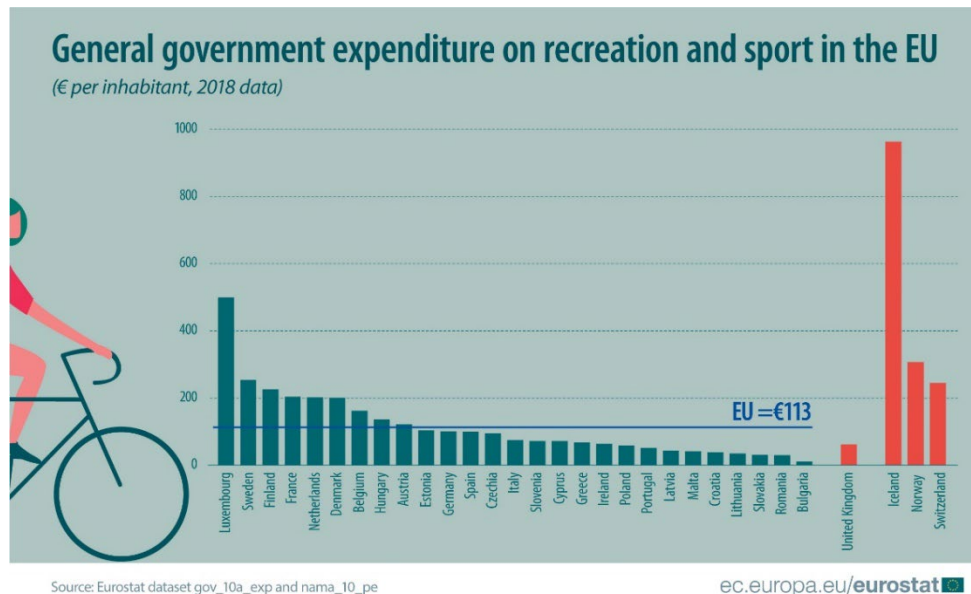
<sup>36</sup> PhD, Associate professor, the Faculty of Business Economics, Pan-European University "APEIRON", P. Krece 13, Banja Luka, BiH, Phone number:+38766706213, E-mail: [visnja.n.kojic@apeironedu.onmicrosoft.com](mailto:visnja.n.kojic@apeironedu.onmicrosoft.com)

## Introduction

Tourism implies the process of travel and longer stay outside the place of residence in search of rest, recreation, relaxation and pleasure, with the use of commercial services. The health of the individual and society has become a basic status symbol in the modern world, especially after the pandemic that hit the entire planet. The crisis caused by the COVID 19 pandemic has shown that no one is untouchable: the rich, the successful, the young, the old, the educated, the uneducated. Only those who were healthy profited. This opened the door to new types of health and sports tourism and new, combined and innovative contents of annual vacations.

In order to be able to adequately monitor these trends, appropriate infrastructure is needed, both in the destination and in access to the destinations." Investing in sports infrastructure increases the participation of the population of all generations in sports activities, which directly improves the population's health, physical appearance, and the quality of human life. capital and the so-called soft skills in the workplace – self-discipline, endurance, coping with stress and teamwork. All these factors are important factors that have been proven to increase the productivity of workers at the workplace, and higher productivity means higher wages," concludes Globan.

**Table 1.** State investments in sports and recreation per capita



Source: Eurostat.

In 2018, the EU's 27 Member States spent €50.7 billion of government expenditure on recreation and sport. Overall in the EU, general government expenditure on recreation and sport has remained relatively stable as a percentage of total expenditure since the beginning of the time series in 2001. In recent years, however, slight increases in the shares of total expenditure were visible. Highest share of expenditure on recreation and sport in Hungary, lowest in Bulgaria, Ireland and Malta. In 2018, the ratio of government recreation and sport expenditure to total expenditure varied across EU Member States, from 0.4% of the total expenditure in Bulgaria, Ireland and Malta, to 2.1% in Hungary.

In order to follow these trends, adequately educated personnel are needed, who will increase the interest of tourists in our country, keep them for a long time by providing quality service. Investment in personnel is of great importance for the state, because only educated personnel can cope with the demands of modern tourism.

### **Research problem**

Sports tourism or travel to participate in sports and travel to watch sports. Sports tourism is the temporary travel of people outside their homes and workplaces, which includes experiences that are not in their daily lives. Sports tourism is the experience of physical activity connected with the experience in the place itself (Volić, 2009). Sports tourism is a temporary trip and stay of an individual outside the usual place of residence due to: participating in physical activity, watching physical activity and visiting attractions related to sports (Kesar, 2011). Sports tourism is represented by all forms of active or passive involvement in sports activity, on an individual or organized basis for commercial or non-commercial purposes, which require travel outside the usual place of residence, a form of tourist movements in which sport is the main motive, (Kesar, 2011).

In order to understand more clearly what kind of tourist movements we are talking about, that is, in what conditions sports experts in tourism operate, let us first define what we mean by the term sports tourism. We classify sports tourism in the so-called specific forms of tourism that are based on the motivation for travel, that is, what is important to distinguish them is "the motivation for travel and the content of staying in a certain tourist destination." (Bartoluci, 1985). Thus, we define sports tourism as "tourism in which sport is the main motive for traveling and staying in a tourist destination." (Bartoluci, 2003). Tourists have a wide range of budgets and tastes, which requires a wide range of contents and offers in resorts, hotels, public and private accommodations. Tourism brings economic benefits to countries, because it attracts a large number of visitors who, apart from accommodation and food, spend money on

other needs. Tourism employs the population in transport, hotels, catering, health-care, sports, trade and all production and service activities.

Sports facilities, sports and recreational workers, sports animators can enrich the tourist offer with their organized activities and lead to an increase in employment and economic income. In this way, over time, these places and regions become recognizable and build the image of a desirable destination. Connecting sports and tourism is an ideal combination that benefits the population, the community and the state. Bosnia and Herzegovina has no tradition as a tourist destination, it is a country of unrecognized and untapped opportunities. With an enterprising and creative team of managers, tourism and sports experts, they could become one of the leading tourist destinations in the Balkans.

### **Sports recreation in tourism**

Sports facilities are becoming, today, one of the most important motives when choosing tourist destinations. "Sports and recreation are becoming a growing need of people, for which they are ready to allocate more and more money." (Bartoluci, 2003).

The latest trend in choosing a tourist destination is the so-called. "sports recreation in tourism", as a prerequisite for choosing a certain tourist or business destination. Modern tourists and guests want an active, dynamic vacation, because it affects the following aspects of health:

- Preservation of mental and physical health;
- Improvement of functional and work ability;
- Prevention of all types of diseases;
- Prevention of fatigue;
- Regulating body weight;
- Eliminating and reducing stress;
- Alleviation and/or removal of tension and pain;
- Post-pandemic recoveries.

Engaging in different types of recreation, according to age, affinities, and state of health, significantly affects and improves the biological-health and social-psychological balance, and creates a positive attitude and habit of how to make good use of free time and annual vacation.

**Table 2.** Sports and recreational tourism

Free choice of sports and recreational content	Organized forms of sports recreation	Programmed sports recreation
Bathing, swimming, diving	Training in all sports	Wellness
Walking, hiking, cycling, hiking	Excursions, tours, orienteering, safari	Medical active vacation programs (MPAO)
Bowling, miniature golf, tennis, badminton, table tennis	Sports and recreational competitions in all sports	Active holiday programs (PAO)
Sailing, hanging, horse riding	Team building	Health-preventive programmed active vacation
Football, basketball, volleyball, fitness centers, gyms	Organized exercise, aerobics, fitness training, breathing exercises (yoga, etc.)	Targeted active vacation programs

*Source: Creation of the author*

Depending on the geographical and cultural characteristics, climatic conditions, age and age group of visitors, habits, various contents and forms of sports and recreation are organized. Given that the sphere of interest is sports and recreational facilities that require very little investment, it is a development opportunity for small and underdeveloped countries, such as BIH. According to Eurostat statistics, state investments in sports and recreation in the European Union amounted to 51.3 billion euros in 2017, the sports industry contributed 2% to the gross domestic product of the EU, approximately 300 billion euros, which is significantly more than other types of industries.

The increase in sports and recreational content in tourist destinations leads to an increase in the production and sale of various props, the construction of sports fields or just the adjustment of natural paths, forests, rivers and the like, which all increase economic activities, which are caused by the development of tourism, i.e. its multiplicity . The increased influx of tourists requires accommodation and catering services, which is another new economic activity, such as the accommodation industry, or catering and gastronomy.

## **Recommendations**

Bosnia and Herzegovina is a tourist destination with numerous natural, cultural and historical resources and favorable climatic conditions. Years of mixing religion, culture and tradition created the basis for the development of a specific and unique tourist product on the market. According to UNWTO data, Bosnia and Herzegovina is defined as one of the three tourist destinations in the world with a total tourism market growth potential of 10.5% (for period until 2020).

Accommodation in the center of Europe offers the potential to attract a large number of tourists in the area of 3 hours of flying time. Also, internationally recognized and important events such as Sarajevo Film and Glas as a destination with a relatively low cost of services and a rich gastronomic offer attract a large number of tourists.

The tourism market of Bosnia and Herzegovina consists of the following types of tourism: winter tourism, cultural tourism, eco, ethnic tourism, adventure tourism, religious tourism, health tourism and coastal tourism. In addition to active vacations, contents such as different types of recreation, sports preparations throughout the year, organization of sports events, sports camps, sports animations by famous and successful athletes and clubs contribute to the strengthening of sports tourism. Investing in sports infrastructure can significantly increase and strengthen the tourist and sports offer.

The sports offer with hotel accommodation enables athletes, passive and active tourists to spend their vacation in a meaningful way. The tourist offer of such hotels and accommodation facilities includes the possibility of using outdoor or indoor swimming pools, gyms, sports fields, bicycle paths, trim paths, mountain routes, instructions from educated sports and recreational trainers and animators, and the offer of diet or healthy meals.

In order for Bosnia and Herzegovina to become a desirable, recognizable, high-quality sports and tourism destination, it is necessary to:

- Recognize and valorize natural and social contents as a tourist destination, which we have in abundance, but are still predominantly in the form of "raw materials" and predispositions;
- Advertise and promote natural, geographical, climatic, cultural values;
- Mutually connect tourist facilities with sports and recreational activities;
- Promote recreational tourism in our area through the media;
- Promote ecologically preserved space, ecological food and ecotourism as one of the newest and most desirable forms of tourism;
- Work on building and strengthening the tourist image; considering that BiH does not have a tradition of being a tourist destination;

- Educate professional staff (animators, instructors, leaders, trainers, kinesiologists) who deal with the problems of tourism and the problems of sports in tourism;
- To bring all services closer to the lower layers of society and thus mass sports tourism.

All the mentioned contents will not get their valorization in the tourism sector, if they are not promoted in a modern way. Natural resources (unused) suitable for the development and strengthening of sports and recreational tourism in Bosnia and Herzegovina are:

- Wild rivers for adrenaline sports and calm rivers for recreational sports (Vrbas, Una, Drina, Tara)
- Mountain biking, sport hunting, hiking, recreation, paragliding, winter sports (Jahorina, Vlačić, Kozara, Dinara, Bjelašnica)
- Air bungee training for athletes and schools in nature, health tourism
- Medicinal, mineral water spas that are at the top of the demand for health tourism (Mlječanica, Guber, Teslić, Laktaši, Ilidža, Srpske Toplice) and more<sup>37</sup>.

**Table 3.** Types of natural resources in Bosnia and Herzegovina according to contents and possibilities of active vacation

Type of attraction	Centers, locations, regions	Contents and objectives
Wellness	Hotels and centers with better equipment	Health protection and improvement, relaxation, recreation, natural agents
Spa centers	Spas, thermal springs, pools with spa water	Diagnostics, therapy, treatment, postoperative recovery, prevention of various diseases, strengthening of the general condition
Health tourism	Sea, spas, air spas, mountains	Thalassotherapy, diagnosis, treatment, therapy after surgery, prevention
Sports tourism	In almost all centers there is some form according to the size of the space	As many types of sports as possible for different ages and categories of tourists

<sup>37</sup> Connecting coastal and continental tourism is the chance of our continental cities (eg Trebinje and Mostar), which are overloaded and tourists have no space for sports and recreation. Modern tourists increasingly choose continental destinations with accommodation and food, rest and peace, healthy local food, and use the sea only for swimming.

<b>Nature parks</b>	All protected zones	Eco tours, watching animals in the park, hiking, various tourist tours around the park, depending on additional content
<b>National parks</b>	All national parks	Eco tours, watching animals in the park, hiking, various tourist tours around the park, depending on additional content
<b>Recreational competitions</b>	In all centers	Sports games, regattas, old sports, village Olympics, horse riding and the like
<b>Rural tourism</b>	Rural environments	Farm work, walks, observation of the environment and flora and fauna, learning
<b>Extreme tourism</b>	In suitable locations or nearby	Speleology, parachuting, mountaineering, diving, rafting
<b>Religious tourism</b>	Religious centers, alone or near tourist facilities	Pilgrimages, spiritual healing, visiting religious destinations for scientific and other reasons
<b>Hunting tourism, fishing</b>	Hunting areas	Hunting, fishing, spearfishing

*Source: Creation of the author*

Considering the large representation of sports and recreational content in our country, which only proves that the area of our country is suitable for any form of sports and recreational activities, sports and recreational tourism as a specific form of tourism is still not at the enviable level at which it should be. be. Bosnia and Herzegovina has a huge tourist potential, which we still need to redirect better so that tourism becomes the primary economic branch of our country. Tourism as an economic branch has perhaps the greatest perspective of all economic branches in the country, and precisely because of this, it is necessary for the state to allocate significant financial resources for its development.

## **Conclusion**

Modern tourist destinations include a rich offer of sports and recreation facilities, which become the main reasons for the arrival of visitors. Free time, vacation, lasting several days or more, is an exceptional opportunity to make up for numerous psychophysical needs that are missing in everyday life. Adequate exercise should be an integral part of rest, especially since in today's working conditions, most workplaces



have such workloads that recovery is achieved faster with active than passive rest (Andrijašević, 2010).

The economic importance is shown by Eurostat data, where state investments in sports and recreation in the European Union in 2017 amounted to 51.3 billion euros. The sports industry participated with 2% in the gross social product of the EU, approximately around 300 billion euros, which is significantly more than other types of industries.

In Bosnia and Herzegovina, after the events of the war, the economic crisis, and the pandemic, a massive action by the authorities and experts is yet to come, to harmonize the tourist offer according to modern market requirements, where the emphasis is placed on active, sports and recreational content. The increasing development of tourism will lead to greater investments in it, and thus to economic growth. How seriously the government has taken the development of tourism shows the introduction of tourist vouchers for all adult citizens in the amount of 100KM that can be used in the country. The degree of utilization of vouchers was high, which shows that tourism in BiH has a perspective. Sports and recreational tourism is one of the fastest growing parts of tourism in the country and as such requires investments from the state. Vouchers and other financial investments and regulations will lead to a serious branch of the economy and thus be a driving force not only for the development of tourism but also for other closely related economic branches.

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